



Connect Nevada Update

November 18
“Learning in the Digital Space”
University of Nevada, Reno
JCSU Ballroom

Demos? Panels? Speakers?



Broadband Awards

1. School District Broadband Hero Award
2. Post-Secondary Award
3. Adoption Broadband Hero Award
4. Community Broadband Hero Award

Awards Logistics

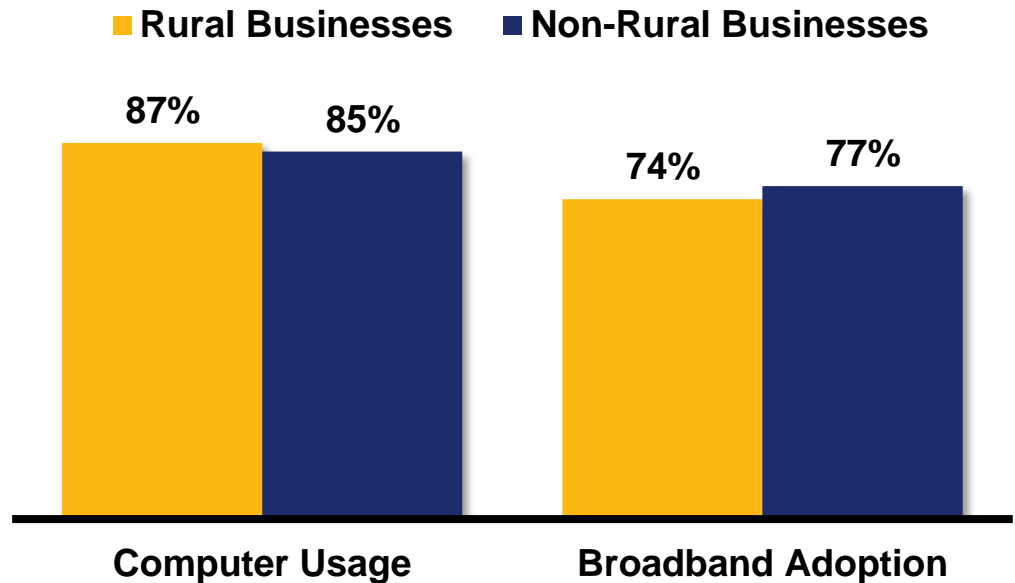
1. Solicit nominations
2. Solicit sponsors
3. Select winners
4. Determine methods of incorporation into summit

Technology Use among Rural Nevada Businesses

Technology Adoption among Nevada Businesses by Location

Technology Adoption among Nevada Businesses by Location

Rural Nevada businesses have adopted technology at rates similar to businesses in non-rural parts of the state. Approximately 87% of rural Nevada businesses use a computer and 74% use broadband.



Q: Does your company use any type computer technology to handle any of its business functions? and

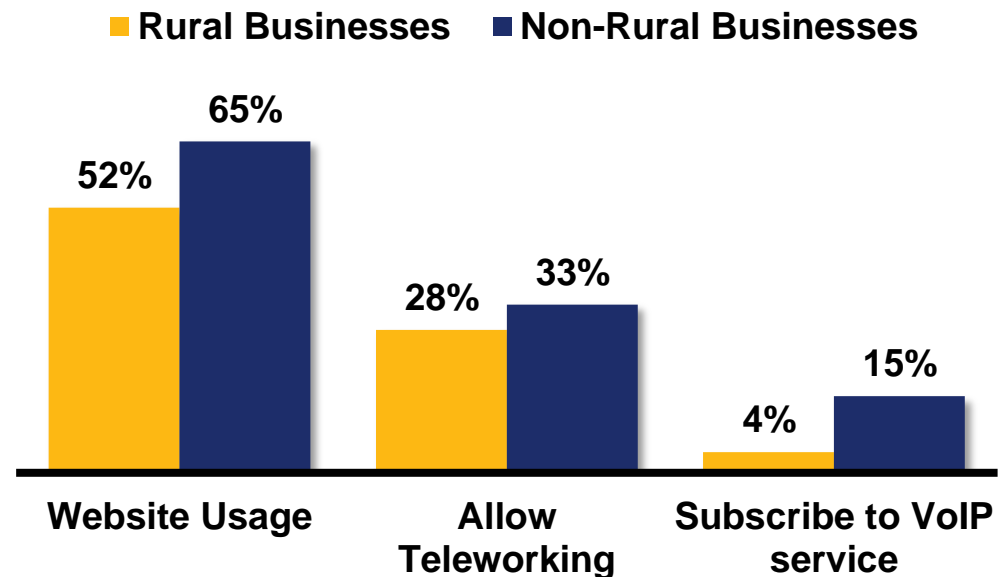
Q: Which of the following describe the type of Internet access your company has?
(n=132 rural Nevada businesses and 672 non-rural Nevada businesses)

Source: 2011 Connect Nevada
Business Technology Assessment
www.connectnv.org

Technology Usage among Nevada Businesses by Location

Technology Usage among Nevada Businesses

Technology utilization rates are lower among rural Nevada businesses than non-rural businesses. Just over one-half (52%) of rural businesses have a business website, while 28% allow employees to telework, and only 4% subscribe to voice over Internet protocol (VoIP) service.



Q: Does your company have a website? and

Q: Do any employees within your organization work from home during normal business hours using an Internet connection? and

Q: Do you subscribe to Voice over Internet Protocol, commonly known as VoIP?

(n=132 rural Nevada businesses and 672 non-rural Nevada businesses)

Source: 2011 Connect Nevada
Business Technology Assessment
www.connectnv.org



How Internet-Connected Nevada Businesses Use the Internet

- Businesses in rural Nevada are more likely to use the Internet to purchase or place orders for products or services
- Rural Nevada businesses are significantly less likely to market and advertise products and services online and advertise or accept job applications online

Which of the following activities does your business currently conduct using the Internet?	Rural Businesses	Non-Rural Businesses
Purchasing or placing orders for products or service	92%	79%
Communicating with your current customers	73%	79%
Researching ways to make your business more efficient	63%	74%
Marketing and advertising of products and services	54%	68%
Billing or bill payment	55%	55%
Selling or accepting orders for products or services	45%	50%
Providing customer support for your products or services	41%	50%
Accepting real-time payments such as credit card and debit payments	28%	38%
Advertising current job openings	24%	38%
Accepting job applications	20%	35%
Bidding on contracts	24%	32%

Q: Which of the following activities does your business conduct using the internet?
(n= 108 Internet-connected rural Nevada businesses and 574 Internet-connected non-rural Nevada businesses)

Source: 2011 Connect Nevada
Business Technology Assessment
www.connectnv.org

Revenue from Online Sales

Revenue from Online Sales among Nevada Rural Businesses



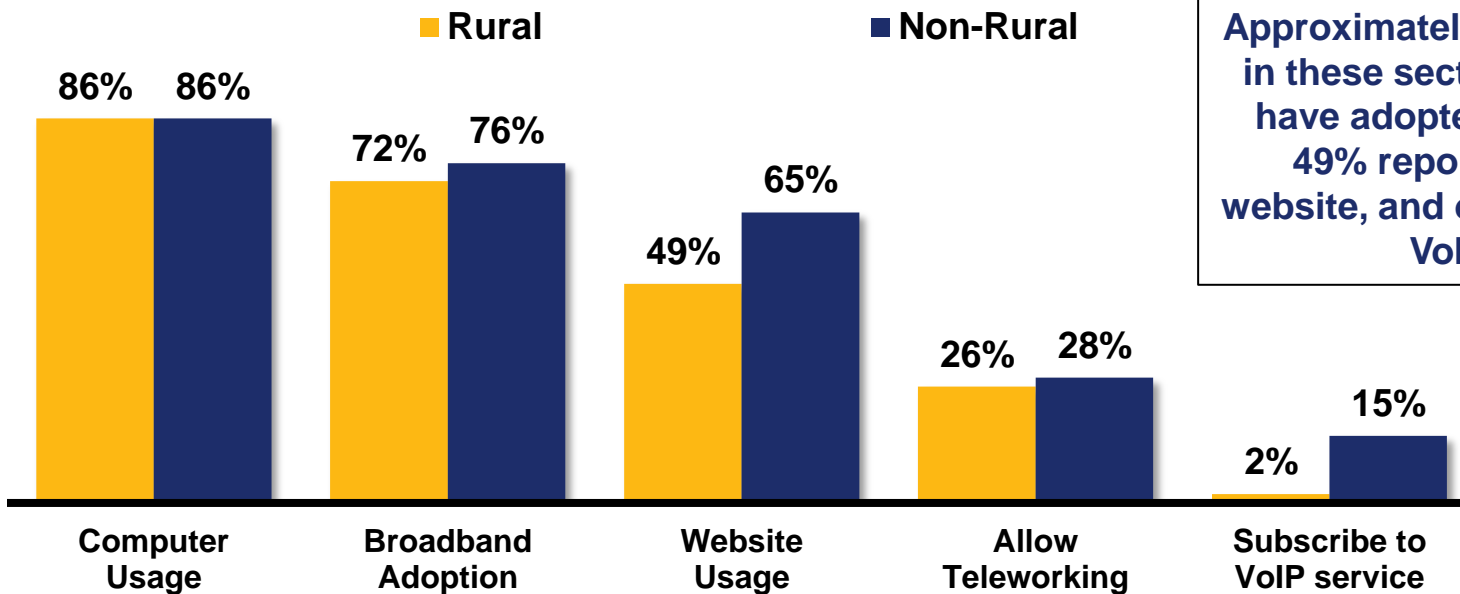
Rural Nevadan businesses earn approximately \$320 million in revenue from online sales, based on self-reported annual revenues.

Q: What percentage of your company's total sales revenue takes place online? And
Q: What is your firm's approximate average annual revenue?
(n=132 rural Nevada businesses and 44 rural Nevada businesses that earn revenues from online sales)

Source: 2011 Connect Nevada
Business Technology Assessment
www.connectnv.org

Nevada Businesses in the Services, Traditional, and Manufacturing Sectors

Technology Adoption and Use among Nevada Businesses in the Services, Traditional, and Manufacturing Sectors



Approximately 72% of businesses in these sectors in rural Nevada have adopted broadband, only 49% report that they use a website, and only 2% subscribe to VoIP service.

Q: Does your company use any type computer technology to handle any of its business functions? and

Q: Which of the following describe the type of Internet access your company has?

Q: Does your company have a website? and

Q: Do any employees within your organization work from home during normal business hours using an Internet connection? and

Q: Do you subscribe to Voice over Internet Protocol, commonly known as VoIP?

(n=132 rural Nevada businesses and 672 non-rural Nevada businesses)

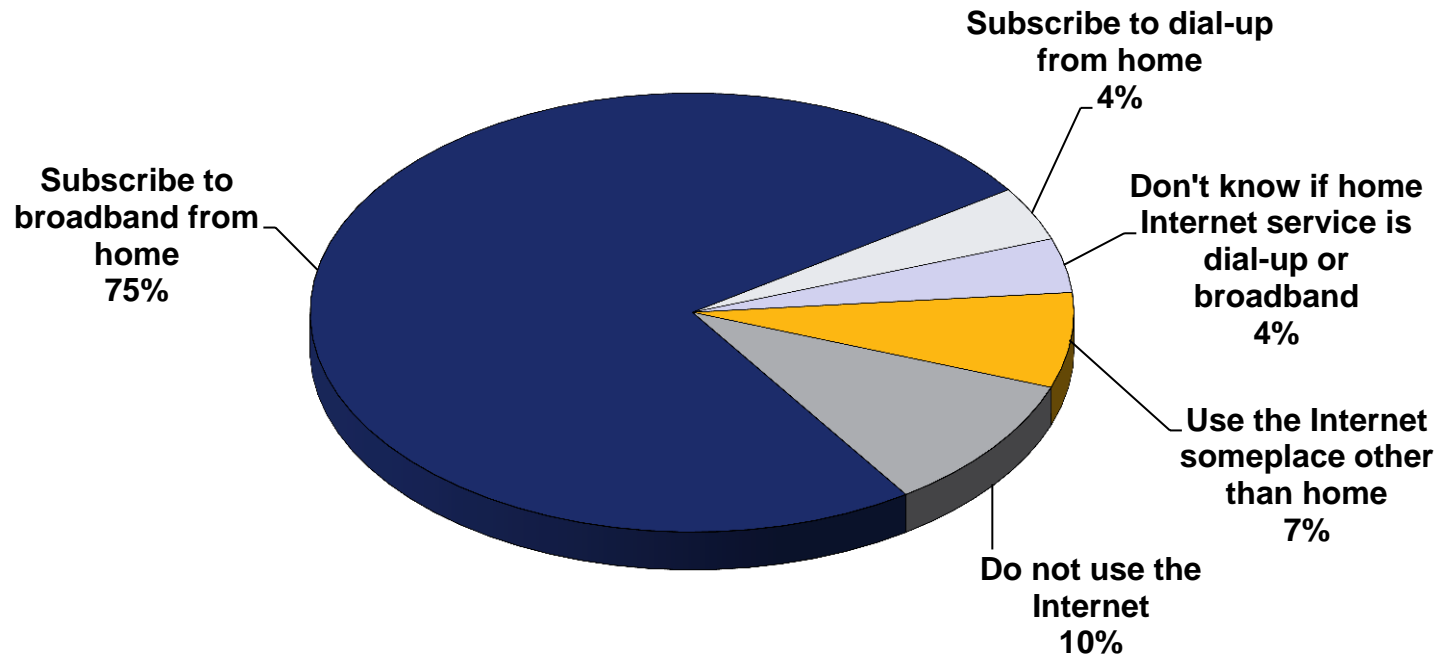
Source: 2011 Connect Nevada
Business Technology Assessment
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2012 Connect Nevada Residential Technology Assessment Results

Nevada Technology Adoption Summary

Percent of all Nevada residents



Statewide, 75% of all Nevada residents subscribe to home broadband service. This translates to approximately 513,000 adults without broadband service at home.

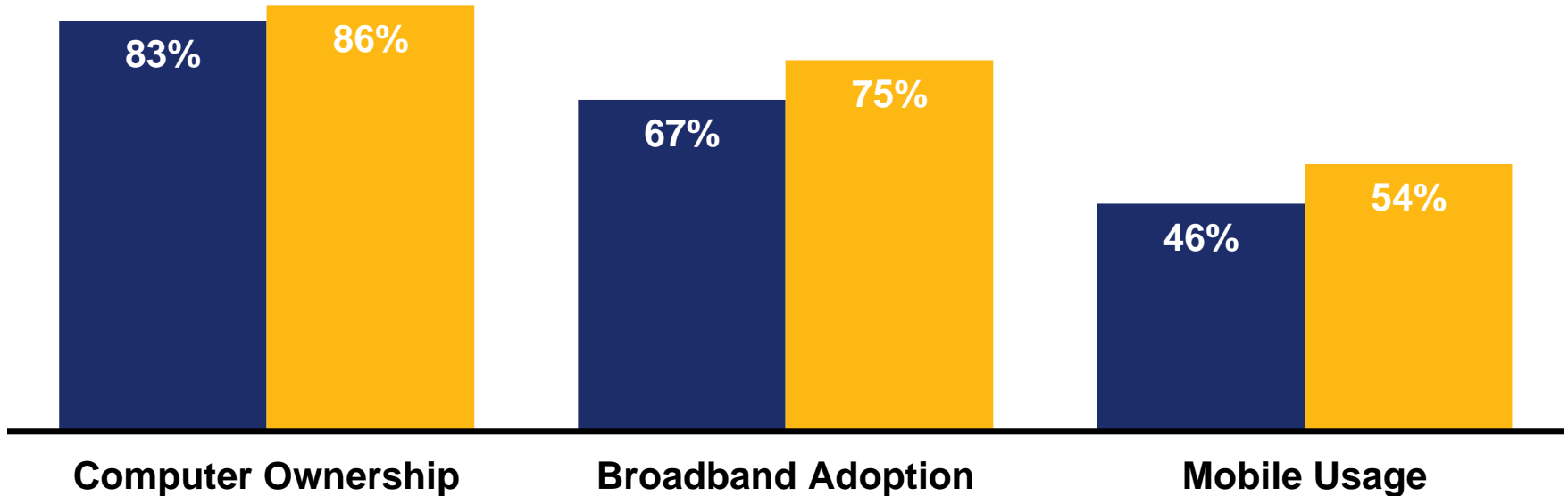
Q: Do you have an Internet connection at home?,
Q: Do you have access to the Internet from any locations outside of your own home? and
Q: Which of the following describe the type of Internet service you have at home?
(n=1,201 NV residents)

Source: 2012 Connect Nevada
Residential Technology Assessment
www.connectnv.org

Nevada Technology Adoption Trends

■ 2011

■ 2012



Q: Does your household have a computer?

Q: Which of the following describe the type of Internet service you have at home?

Q: When you are at your home, which of the following devices do you use to access the Internet? and

Q: At what locations outside of your home do you use the internet? and

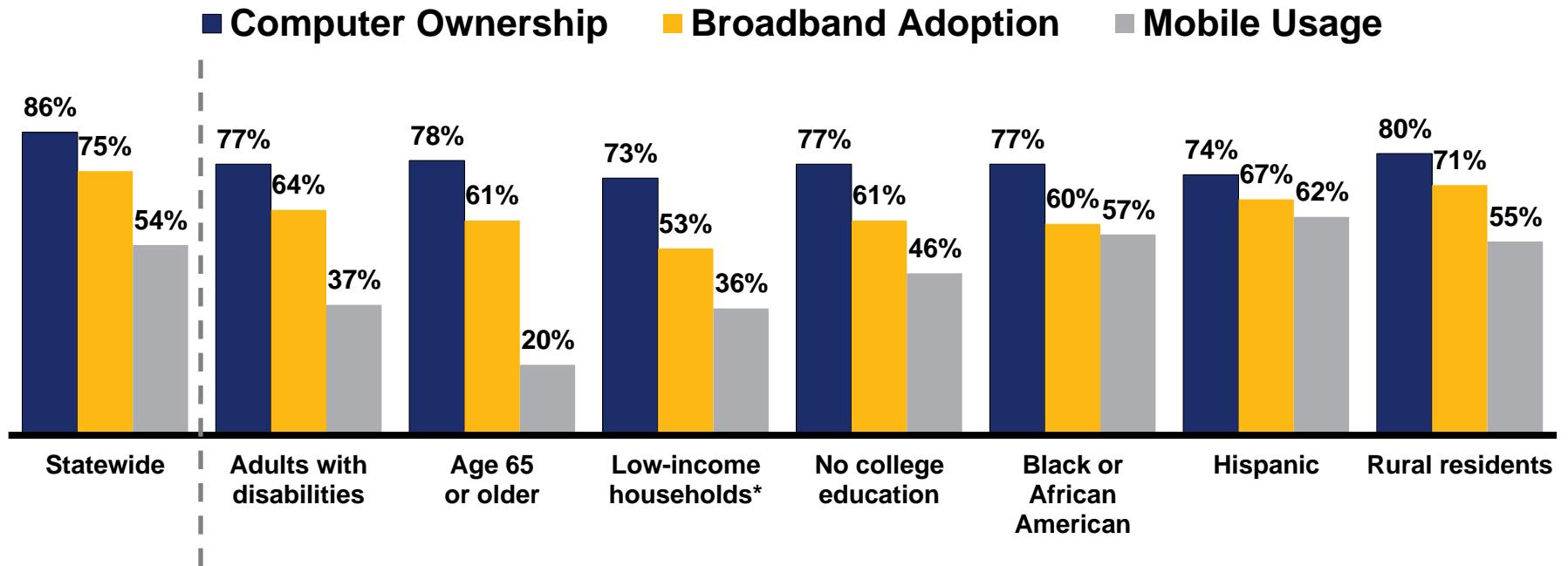
Q: On your laptop computer, do you subscribe to mobile wireless service that allows you to access the Internet through a cellular network? and

Q: How often, if ever, do you go online using your cell phone?

(n=1,201 NV residents in 2012 and n=1,202 NV residents in 2011)

Source: 2011-2012 Connect Nevada
Residential Technology Assessments
www.connectnv.org

Technology Adoption by Demographic



*Low-income=annual household income less than \$25,000

Q: Does your household have a computer?

Q: Which of the following describe the type of Internet service you have at home?

Q: When you are at your home, which of the following devices do you use to access the Internet? and

Q: At what locations outside of your home do you use the internet? and

Q: On your laptop computer, do you subscribe to mobile wireless service that allows you to access the Internet through a cellular network? and

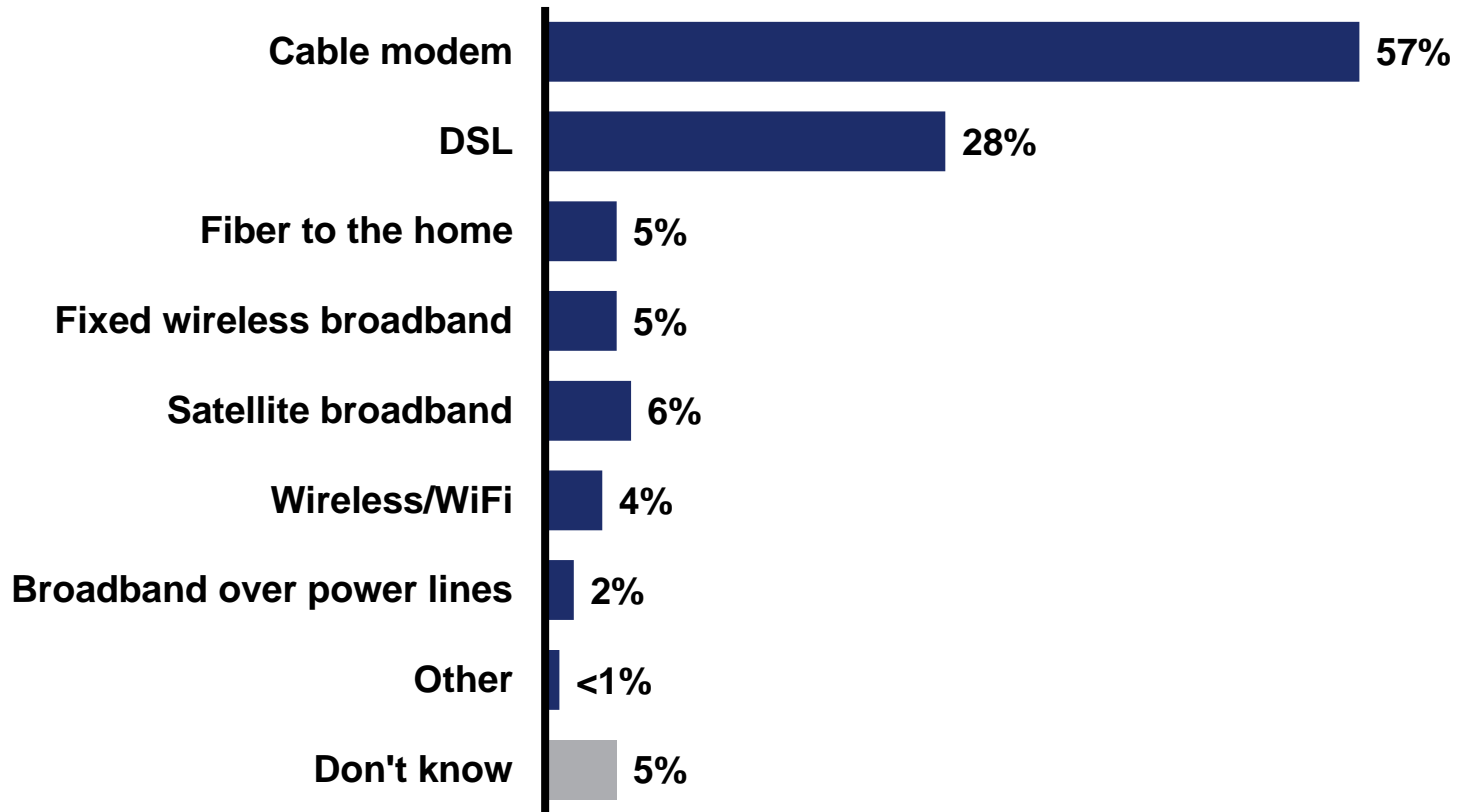
Q: How often, if ever, do you go online using your cell phone?

(n=1,201 NV residents)

Source: 2012 Connect Nevada
Residential Technology Assessment
www.connectnv.org

Types of Broadband Service That Nevada Residents Use

Among Nevada residents with a broadband connection at home*

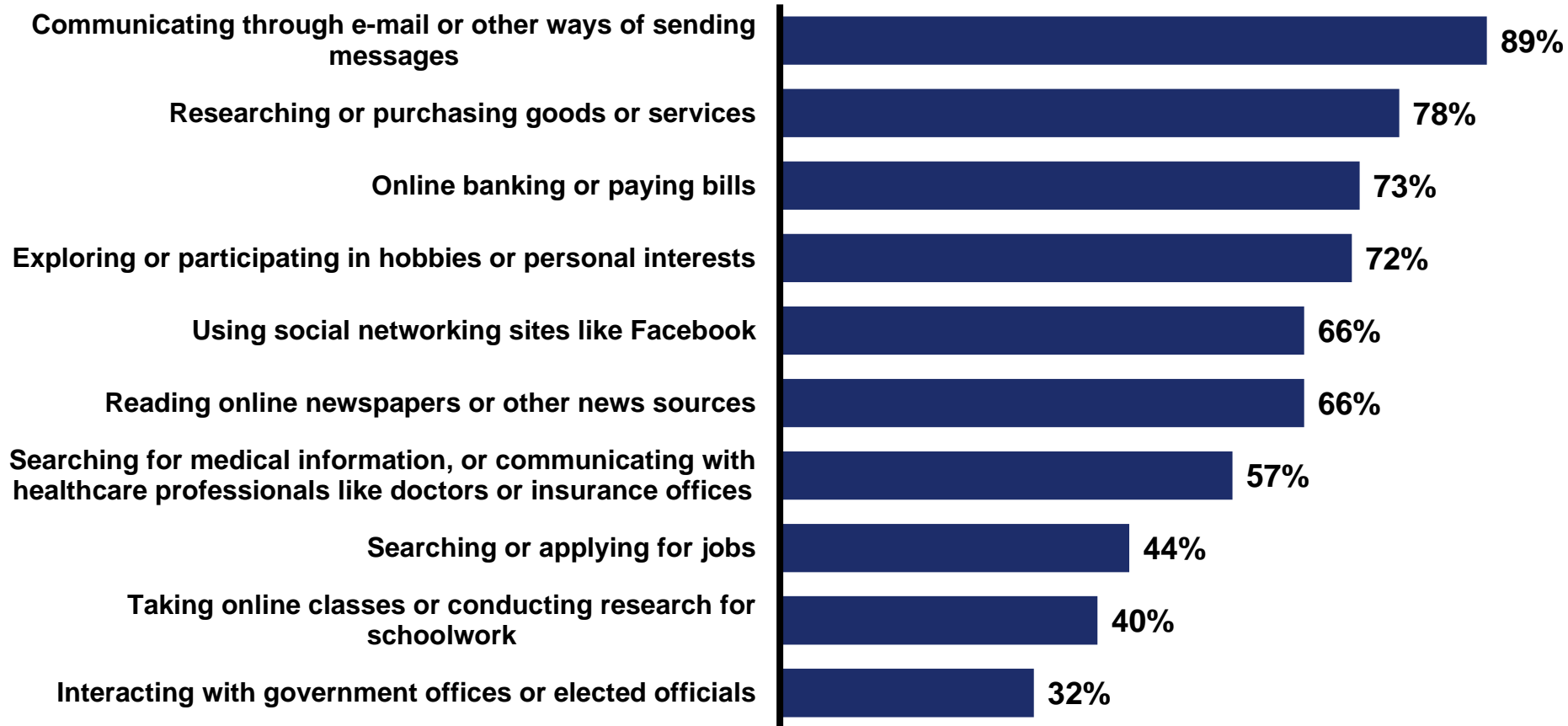


*Percentages do not add up to 100% because respondents could give multiple responses.
Q: Which of the following describes the broadband service you have at home?
(n=908 NV residents with broadband service at home)

Source: 2012 Connect Nevada
Residential Technology Assessment
www.connectnv.org

Online Activities

Percent of Nevada Internet users who conduct following activities online

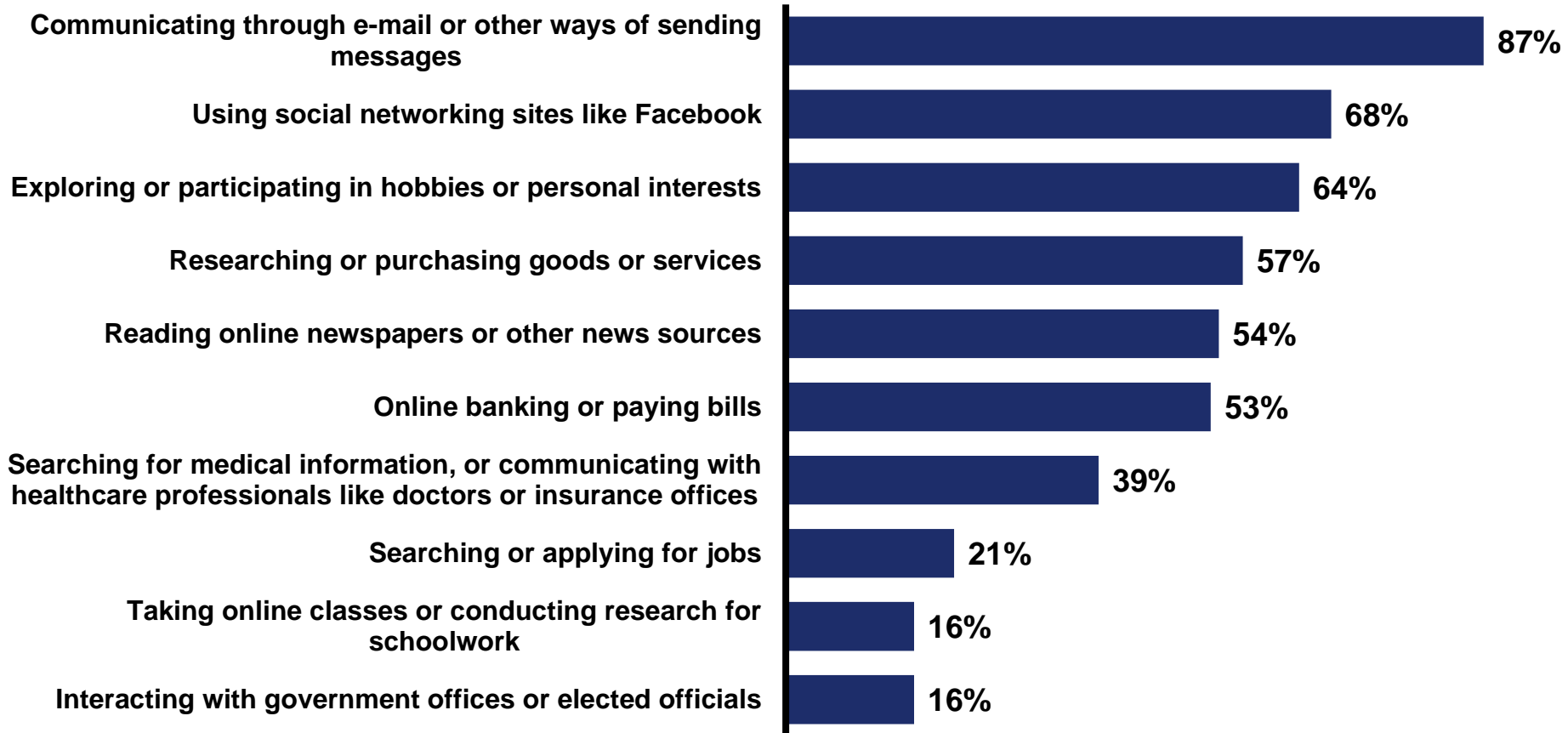


Q: Which of the following activities do you conduct using the Internet?
(n=1,032 NV Internet users)

Source: 2012 Connect Nevada
Residential Technology Assessment
www.connectnv.org

Mobile Activities

Percent of Nevada Internet users who conduct following activities online

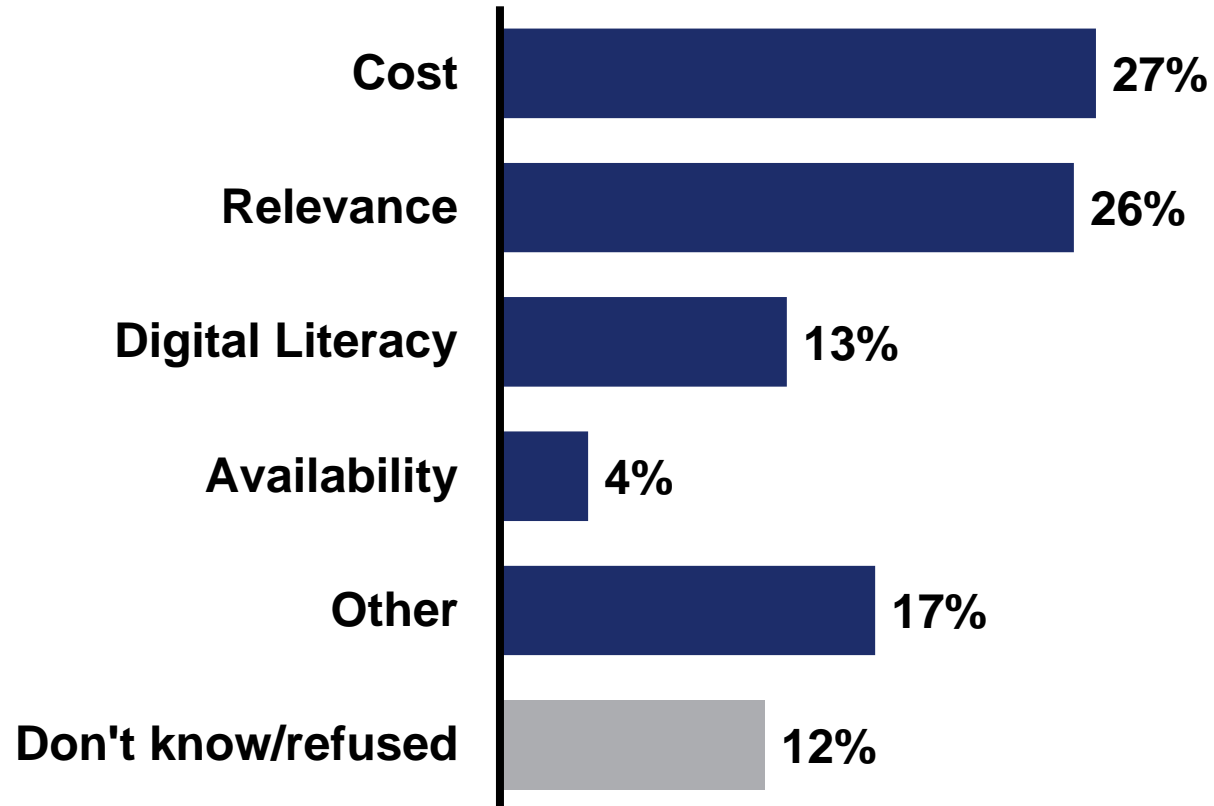


Q: Which of the following activities do you conduct on your cell phone using your mobile broadband service?
(n=539 NV residents who use mobile broadband via cell phone)

Source: 2012 Connect Nevada
Residential Technology Assessment
www.connectnv.org

Main Barriers to Broadband Adoption

Among residents who do not subscribe to home broadband service



Q: Which one of these is the main reason why you do not subscribe to home Internet service?
Q: Would you sign up for broadband service if it were available in your area?
Q: Which one of these is the main reason why you do not subscribe to home broadband service?
(n=293 NV residents without broadband service at home)

Source: 2012 Connect Nevada
Residential Technology Assessment
www.connectnv.org

Region 1

County	Initial Outreach	Community Champion	Team Formed	Kick-off	Assess.
Churchill	X	X	March 2013	March 2013	June 2013
Elko	X	X	X	X	April 2013
Humboldt	X	X	X	X	X
Lander	X	X	X	X	July 2013
Lyon	X	X	X	X	X
Pershing	X	X	X	March 2013	April 2013
Storey	X	X	X	X	April 2013

Region 2

County	Initial Outreach	Community Champion	Team Formed	Kick-off	Assess.
Douglas	X	X	X	X	X
Esmeralda	X	X	X	X	X
Eureka	X	X	X	X	Mar 2013
Lincoln	X	X	X	X	April 2013
Mineral	X	X	X	X	April 2013
Nye	X	X	X	X	Mar 2013
White Pine	X	X	X	X	X



ECO Success

“My Clear Modem arrived today, I plugged it in, and now I have access to the internet that is clear, reliable, and very very fast.

For a long while there I felt as though I was living in the horse-and-buggy era with my flaky dial-up modem and my dependence on a kind neighbor who let me log on to his slower and constantly-failing WiFi hotspot. When the neighbor told me he was moving to a newly-purchased ranch up in Overton, I really started sweating. Now I'm in the 21st Century!

Again, my gratitude. You are a peach!”

Resources

- ARRA Projects:
 - <http://www.recovery.gov/Transparency/RecoveryData/Pages/RecipientReportedDataMap.aspx?stateCode=NV&PROJSTATUS=NPC&AWARDDTYPE=CG>
[L](#)
- BIP Information
 - http://www.rurdev.usda.gov/UTP_BIPResources.html